WHAT IS CLAIMED IS:

1. An adsorbent for selective removal of sulfur from a hydrocarbon feedstock, comprising:

a matrix material having a surface area of at least about 400 m²/g and a surface acidity of less than about 0.20 $\mu \text{mol/m}^2;$ and

a metal phase dispersed through said matrix, said metal phase being selective to reversible adsorption of sulfur.

- 2. The adsorbent of claim 1, wherein said matrix material has surface acidity of less than about 0.05 $\mu \text{mol/m}^2.$
- 3. The adsorbent of claim 1, wherein said matrix material has a surface area of between 400 m^2/g and about 1200 m^2/g .
- 4. The adsorbent of claim 1, wherein said matrix material has a surface area of between about 600 m^2/g and about 1000 m^2/g .

- 5. The adsorbent of claim 1, wherein said metal phase is present at a surface atomic concentration ratio of between about 80 and about 500.
- 6. The adsorbent of claim 1, wherein said matrix is selected from the group consisting of siliceous oxides, alumina, molecular sieves, structurally ordered materials and combinations thereof.
- 7. The adsorbent of claim 1, wherein said matrix is siliceous oxide.
- 8. The adsorbent of claim 1, further comprising a binder disposed through said matrix.
- 9. The adsorbent of claim 1, wherein said metal phase comprises a metal having one of a d5 and d10 electron configuration.
- 10. The adsorbent of claim 1, wherein said metal phase is selected from Group IB, IIB, VII B and VIII of the periodic table of elements, and combinations thereof.
- 11. The adsorbent of claim 1, wherein said metal phase is a Group VIII metal.

- 12. The adsorbent of claim 1, wherein said metal phase is present at a surface of said matrix material as particles having a particle size of less than or equal to about 10nm.
- 13. A process for removing sulfur compounds from a liquid hydrocarbon, comprising the steps of:

providing a hydrocarbon feedstock containing sulfur; providing an adsorbent comprising a matrix material having a surface area of at least about 400 m²/g and a surface acidity of less than about 0.20 μ mol/m², and a metal phase dispersed through said matrix, said metal phase being selective to reversible adsorption of sulfur; and

exposing said feedstock to said adsorbent under sulfur adsorption conditions whereby sulfur from said feedstock is adsorbed by said adsorbent.

- 14. The process of claim 13, wherein said sulfur adsorption conditions include a temperature of less than or equal to about 300°C and a pressure of less than or equal to about 500 psi.
- 15. The process of claim 13, wherein said feedstock is selected from the group consisting of FCC cracked naphtha, Diesel and combination thereof.

- 16. The process of claim 13, wherein said feedstock has a diene content of at least about 1.4% by volume.
- 17. The process of claim 13, wherein said feedstock contains sulfur in an amount less than or equal to about 1000 ppm.
- 18. The process of claim 13, wherein said step of providing said adsorbent comprises drying said adsorbent at a temperature of between about 80°C and about 250°C to provide a dried adsorbent, and calcining said dried adsorbent at a temperature of between about 400°C and about 700°C.
- 19. The process of claim 13, wherein said feedstock contains organic sulfur compounds, and wherein said organic sulfur compounds are adsorbed by said adsorbent.
- 20. The process of claim 13, wherein said exposing step results in an adsorbent having adsorbed sulfur, and further comprising flushing said adsorbent with a desorbent whereby said adsorbed sulfur is removed from said adsorbent.
 - 21. The process of claim 20, wherein said flushing

step is carried out at a temperature of less than or equal to about 300°C and a pressure of less than or equal to about 300 psig.

- 22. The process of claim 20, wherein said desorbent is selected from the group consisting of C_1 C_{16} olefin-free hydrocarbons.
- 23. The process of claim 22, wherein said desorbent is selected from the group consisting of paraffins, aromatics alcohols, ethers, ketones and mixtures thereof.
- 24. The process of claim 22, wherein said desorbent is a C_1 C_{10} paraffinic hydrocarbon.
- 25. The process of claim 20, further comprising purging said adsorbent with a purging stream prior to said flushing step whereby non-adsorbed feedstock is removed from said adsorbent.
- 26. The process of claim 25, wherein said purging stream is inert with respect to said adsorbent.
- 27. The process of claim 25, wherein said purging stream is selected from the group consisting of nitrogen,

air, methane, ethane, propane and combinations thereof.

28. A method for preparing an adsorbent for selective removal of sulfur from a hydrocarbon stream, comprising the steps of:

providing a matrix material;

forming said matrix material to form shaped adsorbent elements; and

contacting said elements with a transition metal solution so as to disperse said metal through said matrix and provide said adsorbent.

29. The method of claim 28, wherein said adsorbent has a surface area of at least about 400 m²/g and a surface acidity or less than about 0.20 μ mol/m².